

## GRAPHICAL MERCHANDISE LOCATOR

### Abstract of the Disclosure

A system and method for graphically locating merchandise. An interactive display can present a high level environment displaying various categories of merchandise in a mapped image. A user can highlight a portion of the mapped image and navigate to a lower level environment displaying a subset of categories associated with the highlighted portion in another mapped image. The user can continue to navigate through increasingly detailed environments until a desired product is located. In one embodiment, a computer system associated with the interactive display identifies a store location where the desired product or goods similar to the desired product may be found. In another embodiment, the computer system allows the user to locate a plurality of desired items and provides the user with a store map locating all of the desired items and illustrating a path from the interactive display to the desired items.

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